

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Scott R. Watterson</td> <td>04/22/2010</td> </tr> <tr> <td>William T. Dalebout</td> <td>04/20/2010</td> </tr> <tr> <td>Darren C. Ashby</td> <td>04/20/2010</td> </tr> </tbody> </table>		Name	Execution Date	Scott R. Watterson	04/22/2010	William T. Dalebout	04/20/2010	Darren C. Ashby	04/20/2010		
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>ICON IP, INC.</td> </tr> <tr> <td>Street Address:</td> <td>1500 South 1000 West</td> </tr> <tr> <td>City:</td> <td>Logan</td> </tr> <tr> <td>State/Country:</td> <td>UTAH</td> </tr> <tr> <td>Postal Code:</td> <td>84321</td> </tr> </table>		Name:	ICON IP, INC.	Street Address:	1500 South 1000 West	City:	Logan	State/Country:	UTAH	Postal Code:	84321
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<b>PROPERTY NUMBERS Total: 1</b>											
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (801)328-1707  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 801-533-9800          Email: cdickison@wnlaw.com          Correspondent Name: David B. Dellenbach          Address Line 1: 60 East South Temple          Address Line 2: 1000 Eagle Gate Tower          Address Line 4: Salt Lake City, UTAH 84111</p>											
ATTORNEY DOCKET NUMBER:	13914.579.11.4										
NAME OF SUBMITTER:	David B. Dellenbach										
<p>Total Attachments: 4          source=13914_579_11_4_assign#page1.tif</p>											

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**PATENT**  
**REEL: 024511 FRAME: 0332**

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WHEN RECORDED RETURN TO:

PATENT APPLICATION  
Docket No.: 13914.579.11.4

Workman Nydegger  
1000 Eagle Gate Tower  
60 East South Temple  
Salt Lake City, Utah 84111

**ASSIGNMENT**

I, Scott R. Watterson of 560 South 1000 East, Logan, UT 84321, William T. Dalebout of 1980 North Watertree Lane, Logan, UT 84341, and Darren C. Ashby of 144 S. State Street, Richmond, UT 84333 have invented a method and apparatus entitled SYSTEMS AND METHODS FOR CONTROLLING THE OPERATION OF ONE OR MORE EXERCISE DEVICES AND PROVIDING MOTIVATIONAL PROGRAMMING hereinafter called the "invention."

Preferred embodiments of said invention are disclosed in a United States patent application now identified as File No. 13914.579.11.4 of the law firm of Workman Nydegger, 1000 Eagle Gate Tower, 60 East South Temple, Salt Lake City, Utah 84111, and filed in the United States Patent and Trademark Office as Serial No. 12/467,776 on May 18, 2009.

Assignee, ICON IP, INC., a corporation of the State of Delaware, having a principal place of business at 1500 South 1000 West, Logan, Utah 84321, desires to secure the entire right, title and interest in the invention.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to me by Assignee, the receipt and sufficiency of which I hereby acknowledge, I HEREBY ASSIGN TO ASSIGNEE:

The entire right, title and interest in the invention in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of the application, or reissues or extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and Foreign countries.

The right to file foreign patent applications on the invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

I hereby authorize and request the United States Commissioner of Patents and Trademarks and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents to issue any and all patents on the invention to Assignee as the owner of the entire interest, for the sole use of Assignee, its successors, assigns and legal representatives.

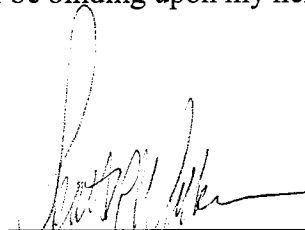
I hereby agree, without further consideration and without expense to me, to sign all lawful papers and to perform all other lawful acts which Assignee may request of me to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue and other United States and foreign patent applications on the invention, and all lawful documents requested by Assignee to further the prosecution of any of such patent applications.

Cooperation to the best of my ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension or infringement proceedings involving said invention.

This assignment and agreement shall be binding upon my heirs and legal representatives.

DATED <sup>22</sup>~~August~~ 22, 2010.

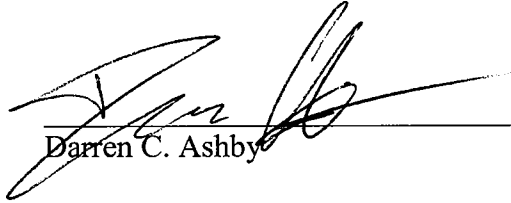
  
\_\_\_\_\_  
Scott R. Watterson

DATED ~~August~~ \_\_\_\_, 2010.

*April 20*

  
William T. Dalebout

DATED ~~August~~ 20 2010.  
April

  
\_\_\_\_\_  
Darren C. Ashby

JDH:JWR:ajb:jbe  
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